



STEP 1: MEASURE

The Coaching Effect Survey

THE ONLY SURVEY TO MEASURE COACHING

The Coaching Effect Survey (CES) is a one-of-a-kind tool because it's the only survey focused squarely on measuring a sales leader's coaching of their sales people. We measure coaching consistency and effectiveness, rather than employee satisfaction or engagement, because our research shows that when coaching improves, a team's performance improves. **Simply put, better coaching leads to better results.**

The CES assesses a sales leader's coaching in three key areas that drive better performance – (1) building relationships, (2) establishing order, and (3) triggering complexity.

How do we know these are the keys to driving performance? Because we have conducted more than 5,000 surveys and compared survey results to sales numbers. The bottom-line is that sales leaders that excel in the performance drivers lead teams with a higher percent to sales goal.

COACHING BY THE NUMBERS

- More than 5,000 Coaching Effect Surveys conducted
- More than 800 sales leaders assessed
- Average coaching score improvement from Year 1 to Year 2 of 7 percentage points
- Sales leaders in the top 20% in coaching score lead teams that sell about \$4.3M more annually than other sales leaders

HOW WE MEASURE COACHING

Our web-based survey consists of 70 questions that sales people complete through a personalized link emailed to them. They respond anonymously to the survey which encourages them to be open in sharing opinions. It typically takes about 12 to 15 minutes to complete a survey, with most questions using a 5-point Likert response scale, alongside a few open-ended questions. By using both types of questions, we are able to quickly get a holistic picture of a leader's overall coaching acumen.

Our ultimate goal is to help sales leaders improve their coaching survey results so they can improve their team's performance. This is why we partner with organizations to repeat the survey semi-annually or annually. This longitudinal study encourages sales leaders to identify improvement strategies and track their growth.

Your sales people know how they feel about your coaching. Wouldn't it be great if you knew, too?

WHAT YOU WILL RECEIVE

We combine all responses for each sales leader to develop a personalized CES report. This report includes:

- **Question-level data** with comparison benchmarks to the company overall, as well as sales leaders in other organizations
- **Survey themes** with questions organized so leaders can easily see areas of strength and opportunity
- **Improvement recommendations** to help leaders create strategies to further develop or more effectively leverage their coaching abilities

In addition, each organization receives company-level data (and regional-level data if applicable). These broader trends help illuminate company-wide training and development needs.

CES RESPONSES

"His feedback and consistent encouragement, as well as his commitment to learning and bettering his team - these items put him steps ahead of any other manager I've worked with."

"I would like to thank you for the opportunity to answer this survey. Thank you to the senior leadership who is working hard on behalf of all of us!"

COACHING THEMES

RELATIONSHIP

- **Connection:** The depth and quality of relationships between a leader and their sales people
- **Psychological Safety:** The leader's ability to create an environment where sales people can be open and take risks

ORDER

- **Coaching Consistency:** How often the leader executes the coaching activities that drive performance
- **Coaching Quality:** How well the leader executes the coaching activities that drive performance

COMPLEXITY

- **Catalytic Factor:** The leader's ability to challenge salespeople out of their comfort zone and create growth experiences
- **Skill Growth:** The leader's ability to help their sales people improve their sales skills

CULTURE

- **Team Experience:** How the relationships within the leader's sales team impact the performance environment
- **Organizational Experience:** How the relationships with organizational leadership impact the performance environment